

**ABSTRACT**

A system and method for providing zone-based personalized information to a user of mobile communication terminal located in a specific zone are presented. The system comprises a zone management system which acquires MIN information of a mobile communication terminal entering a specific zone, a zone information management server which receives the MIN information and zone identification information, requests location registration of the terminal to HLR and retrieves transmission information to be transferred to the terminal, and a SMS server which receives the transmission information and the MIN information from the zone information management server, gets location information of the terminal corresponding to the MIN information from the HLR, and transfers the transmission information and the MIN information to base station of the cell where the terminal is located. According to the system, distinct information according to the present location of the user can be provided for the user.